

1942

The Iowa Homemaker vol.22, no.4

Virginia Bates
Iowa State College

Mary Lou Springer
Iowa State College

Virginia Brainard
Iowa State College

Virginia Carter
Iowa State College

Betty Roth
Iowa State College

See next page for additional authors

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Bates, Virginia; Springer, Mary Lou; Brainard, Virginia; Carter, Virginia; Roth, Betty; Simpson, Bette; Horton, Helen; Sullivan, Mary Ellen; Brown, Grace; Zook, Harriet; and Dudgeon, Eileen (1942) "The Iowa Homemaker vol.22, no.4," *The Iowa Homemaker*: Vol. 22 : No. 4, Article 1.

Available at: <http://lib.dr.iastate.edu/homemaker/vol22/iss4/1>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

The Iowa Homemaker vol.22, no.4

Authors

Virginia Bates, Mary Lou Springer, Virginia Brainard, Virginia Carter, Betty Roth, Bette Simpson, Helen Horton, Mary Ellen Sullivan, Grace Brown, Harriet Zook, and Eileen Dudgeon

THE IOWA

Homemaker



NOVEMBER
1 9 4 2

A REVIEW OF ACTIVITY IN THE WORLD'S LARGEST SCHOOL OF HOME ECONOMICS

Johnny Doughboy

COMES FIRST!

YES! Today Johnny Doughboy and all the men in our armed forces come first with the meat packing industry. It's our job to see that the men who are fighting our battles get all the meat they need to keep them in top-flight condition.

Every home economist knows the nutritional value of meat, with its abundance of vitamins, minerals and proteins. And it is of vital importance to our war effort that a never-ending supply reach our army commissaries all over the world.

John Morrell & Co. are gladly bending every effort to meet the needs of our armed forces. These needs are indeed great . . . and growing greater every day, as our armies increase in size. This means that the demands of the American housewife must come second to the demands of the Government.

So today perhaps you'll get a "No" from your butcher when you ask for Morrell hams or other Morrell products. But when you try again tomorrow, you'll probably have better luck. And



you'll find anything with the name Morrell a treat worth waiting for! So remember . . . when you can't get your favorite Morrell product just when you want it, some Johnny Doughboy may be enjoying it instead . . . because Johnny Doughboy must come *first!*

JOHN MORRELL & CO.

GENERAL OFFICES: OTTUMWA, IOWA

T H E I O W A

Homemaker

A Review of Activity in the World's
Largest School of Home Economics
IOWA STATE COLLEGE, AMES, IOWA



Preparing for a YWCA radio broadcast at the WOI studio are Carol Nichols, left, dietetics senior, and right, Betty Roth, education senior

OL. XXII
NO. 4

NOVEMBER, 1942

Editor-in-Chief
PAT GARBERSON

Managing Editor
DOROTHY LEE CONQUEST

Associate Editors
BETTY ANN IVERSON
MARABETH PADDOCK

Business Manager
JEANNE SCHRAM

DEPARTMENT HEADS—Mary Ellen Sullivan, Harriet Zook, Alums; Eileen Dudgeon, Bookmarks; Rachel Ann Lusher, Office Manager; Barbara Whelan, Cuts; Joyce Curley, Assistant on Cuts; Helen W. Horton, What's New

EDITORIAL STAFF

Grace Brown	Ellen Mitchell
Theodora Clarke	Becky Morris
Norma Dale	Bernadine Nelson
Lenore Evans	Dorothy Olson
Dorothy Gibb	Dorothy Roberts
Pat Gilchrist	Mary Schmidt
Frances Kerekes	Avalene Snodgrass
Pauline McMahon	Delores Stewart
Barbara Matson	Dorothy Walker

BUSINESS STAFF

PHYLLIS KLUSMAN, <i>Treasurer</i>	
MARILYN MEADS	DOROTHY SKINNER
<i>Local Adv. Mgrs.</i>	
MARGARET SCHWANZ ABBOTT	
<i>Asst. Bus. Mgr.</i>	
Mary Ann Amoss	Helen Knapp
Bettie Bath	Sylvia Lehti
Verdene Boyken	Jean Marquis
Annette De Lay	Bonnie Noel
Marijean Feik	Virginia O'Neil
Phyllis Frazier	Mary Lee Pence
Sherry Gaines	Marilyn Peterson
Marcia Gustafson	Gloria Stewart
Audrey Stoughton	

CONTENTS

Navy Learns To Cook— <i>Virginia Bates</i>	2
Keeping Up With Today— <i>Mary Lou Springer</i>	3
Soybeans Join Victory March— <i>Virginia Brainard</i>	4
A Salute to Christian Petersen— <i>Virginia Carter</i>	5
Textiles Meet War's Challenge— <i>Betty Roth</i>	6
Engineering Enlists Women— <i>Bette Simpson, '42</i>	7
What's New in Home Economics— <i>Helen Horton</i>	8
Across Alumnae Desks— <i>Mary Ellen Sullivan</i>	10
That Wartime Package— <i>Grace Brown</i>	12
Alums in the News— <i>Harriet Zook</i>	14
Bookmarks— <i>Eileen Dudgeon</i>	16

• Cuts courtesy Good Housekeeping, page 3; General Electric, page 7; Pitman-Dreitzer Company, page 8; the Borden Company, page 10; and Modern Packaging, pages 12, 13

• Members of the Homemaker Publication Board—Dean Genevieve Fisher, chairman of the board, Elizabeth Storm Ferguson, Katherine Goeppinger, Paulena Nickell, Pat Garberson, Dorothy Conquest, Jeanne Schram, Marabeth Paddock, Betty Ann Iverson

• Published monthly during the school year by home economics students of Iowa State College, Ames, Iowa. \$1.00 per year. Advertising rates on application. Entered as second class matter at the City Post Office, Ames, Iowa, under the act of March 3, 1879



BOMBO

the Owl Says:

"It's a Wise Senior
Who Has Her
Picture Taken Now"

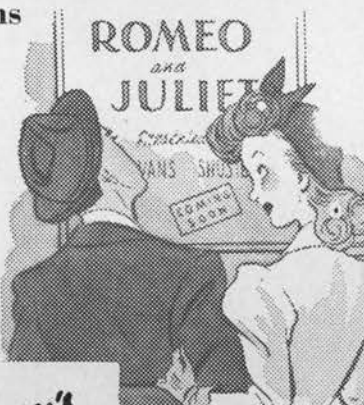
Dead Line is November 15th

The Bomb of '43

Busy Bulletins

- ★ Football Games
- ★ Dances
- ★ Classes

Yes, everything we do at Iowa State keeps our days full. Put these tips at the top of your bulletins. Make our store your store for all your ready-to-wear needs.



McCartney's
2514 LINCOLNWAY

"For Distinguished Service"

Stand out from the crowd with a personalized short cut! Saves your time for more important things.

PHONE 2891



Come in
for Free
Consultation

CONTOURE
Beauty Salon

81 High Schools Subscribe To The Iowa Homemaker

WE ESTIMATE THIS MEANS 1600
ADDITIONAL READERS THIS YEAR

Homemaker Advertising Pays

Navy Learns To Cook

Navy cooks and bakers use Memorial Union kitchen for training, Virginia Bates explains

NAVY men at Iowa State are taking the spotlight in the kitchens of the Memorial Union where they are in training as bakers and cooks. Most of the men requested this training and a majority of the 12 apprentices now working in the Union have background experience in the culinary arts. Some previous experience in cooking is required for entrance into these schools, Lieut. George C. Ray, of the Naval Training School here, stated.

A 16 weeks course has been outlined by the Institution Management Department starting for the first 12 bakers and cooks on October 12. These men receive three lectures a week and put into practice this theory in five 7-hour laboratories a week.

Experienced cooks who have been cooking for the Navy in the Union now have the trainees as apprentices. The Navy men are not replacing any of the former employees.

Helping the hot-food cook is the duty of the trainee the first few days of his 3 weeks' training in this field of food preparation. Later on he is given the responsibility of preparing certain items of food on the menu until he has acquired some well-rounded experience in all food preparation.

Storeroom duties during the 3 week period include work at the issue window, in the supply line and in the meat market. Dishwashing week obviously means work that requires close contact with pots and pans. Supplementing the week's experience in the serving line is K. P. duty.

Bus boys spend a week in the dining room during the serving hour, setting up and clearing tables. They help with vegetable preparation between serving hours.

Ultimately there will be 48 Navy bakers and cooks in training on the Iowa State campus simultaneously. They will arrive in contingents of 12 until the total has been reached. When the last group to arrive has completed the first month of its training, the first group will have completed its course and will move out to make room for new trainees.

Upon completing the course some of these men may be stationed in the new cafeteria to be completed in Friley Hall some time this winter. Others will be sent to Naval Training Stations over the United States.

Completing their study here, the trainees will qualify for a petty officer's rating of third class cook. Previous to this rating the third class cook has been an apprentice seaman, has gone through his boot training and can also have been a seaman second class and a seaman first class. The rating, third class petty officer, is a general division under which there are some 30 specialized departments.



Keeping Up With Today

TWENTY-FIVE Iowa State women have been tested for work performance on mornings with and without breakfast. The survey, conducted by a graduating senior, definitely proves that the student's endurance was significantly greater on mornings when breakfast was eaten.

Now the Army and Navy have a new Friday food—cream of cheese soup. It is now canned and being offered to the public as well as the armed forces.

A "sandal" for automobile tires is woven of heavy cotton fabric with an extra high pile and treated with an asphalt emulsion to make it durable and waterproof. This protection may add miles to the life of tires, although speed of cars using them must be low.

The old American community way of families getting together in a neighborly way to can, brine, preserve and store is being revived in some areas. In fact, the United States Bureau of Home Economics is giving out specific directions on how it is done.

Iowa is harboring malnutrition in the midst of plenty, according to Dr. P. Mabel Nelson, head of the Foods and Nutrition Department at Iowa State. As chairman of the State Nutrition Committee, she said that Iowans are producing food at top speed but are not observing dietary rules. Food records show that far too few families eat a raw vegetable every day; minimum milk consumption requirements are not observed; candy and caffeine from coffee and cokes were reported in too great quantities.

—Mary Lou Springer

Soybeans Join

the Victory March

Versatile soybeans grow in importance for nutrition, textiles and war industry, explains Virginia Brainard

SOYBEANS may soon feed, clothe and house military and civilian populations. The protein molecules of this "miracle bean" contain treasures that already are joining the nation's march to the new fronts of the world.

One of the most versatile vegetables in the world, soybeans are becoming increasingly important in nutrition. Fabrics are being woven from fibers spun from soybean meal. Plastics are being manufactured from soybean oil. Soybeans make nitroglycerine. In industry, in nutrition, in the armies of the world, full utilization of the plant's resources has just begun.

Corn Belt farmers are growing soybeans primarily as a protein supplement to other livestock feeds after the oil has been extracted. At present, this is the most important use for soybeans, according to plant experts, but the vast resources of the bean have not yet been completely tapped. Development of soybeans in nutrition, textiles and plastics continues on a small scale and the work is in the formative stages.

Nutrition promises to loom as one of the soybean's most important fields. The protein in soybeans is one of the richest in high quality protein. Soybean meal is 35 to 41 percent protein with added fats, essential minerals, vitamins and lecithin present.

A soldier's ration can be heavily fortified by soybean food products. Armies on the march can pack a three-day supply of soybean flour in each knapsack. The United States Army is already using soybean flour but the flour is not yet widely available for use throughout the rest of the country.

Homemakers can take their cue from army field kitchens for full utilization of all food value from the beans. Green soybeans as vegetables are new. When cooked in boiling, salted water, seasoned with salt and pepper and served hot, the beans can be substituted for fresh peas. They may have a sweet, nutty flavor, or resemble baby lima beans.

Pure soybean flour has been mixed with other flours for making breads. Nutrition experts say that the soy flour improves texture of bread, reduces the starch content and increases protein content. The bread also has finer toasting qualities and will stay fresh longer because it retains moisture better than ordinary breads. Other soybean products that have been used extensively in the United States are salad oils, margarine and hydrogenated fats. Soy sauce has long been a favorite addition to a chow mein dinner.

The vitamin value of soybeans is still under investigation. However, nutritionists report that soybeans, in both green and dry states, are much higher in protein and fat content than are other legumes.

In calcium and iron content, the beans rank with other foods which are considered rich sources of these elements.

The same plant that has begun to furnish food for military and civilian populations may soon clothe those populations, too. Research workers in Henry Ford's laboratories at Fort Dearborn, have discovered how to spin textile fibers from the pulp, or waste material, of the soybean. Ford's scientists developed a synthetic, wool-like fiber that is now used, with wool, in weaving upholstery fabrics. The soy pulp forms the basis for the fibers, which are literally spun from the pulp left over after oil has been extracted from the bean. The fiber comes from a protein solution which is passed through several chemical baths. The solution is forced through spinnerettes and coagulated into filaments.

The research work which was begun in 1937 has succeeded in producing a fiber that will take the same dyes as wool. The fiber is loose and fluffy, white to tan in color and has a high degree of resiliency. Most of the fiber before the war was going into upholstery materials. A suiting material has also been woven that contains 30 percent soybean fiber. A 50 percent blend of the fiber has also proved equal to the felt that is now available for hats.

Fabrics made entirely of soybean fiber are not yet being manufactured for general use. Research experts state that the quality which is necessary for commercial fibrous products has not yet been achieved. Methods of separating and purifying the soybean protein must still be perfected.

Although the fiber resembles wool very closely, soybean fiber at present has only 80 percent of the tensile strength of wool. Until this disadvantage can be corrected, soybean fiber will serve the nation as a supplement to all-important wool in manufacturing fabrics for civilian and military use.

Plastics, the third gift of the soybeans to industry, were also developed in the Ford laboratories. Window frames, steering wheels, gear-shift knobs, distributors, are all manufactured by the Ford processing plant. An enamel paint that holds its luster is also a new discovery.

Adhesives, paper finishes, printing ink and soap are a few more soybean products.

Calsoy, an inexpensive soybean substitute for milk, has been developed to meet a growing demand made by those who recognize milk as a basis for some allergies. As the United States sends more dried milk overseas, Calsoy may become an important part of lower income diets. Soybeans, valuable in peace, have become invaluable in war.



A Salute to Christian Petersen

Virginia Carter highlights the life and work of Christian Petersen, Iowa State's sculptor

IOWA STATE'S sculptor in residence, Christian Petersen, will be honored this month in recognition of his contribution to art on the campus. From Nov. 25 to Dec. 12, Mr. Petersen's works will be on public display in the South Ballroom of the Memorial Union.

In 1934 Christian Petersen arrived at Iowa State to decorate the then new Dairy Building Court. His work was so enthusiastically received that he was asked to remain at Iowa State as a member of the faculty. Since he first came, Mr. Petersen has added to the beauties of the campus. His sculptures of the Indian women on the Memorial Union fountain and of the children on the pool in front of Home Economics Building, the muscular athletes in bas-relief on the Men's Gymnasium, the veterinarian in the Veterinary Court, are some of the works which the artist has added to our campus.

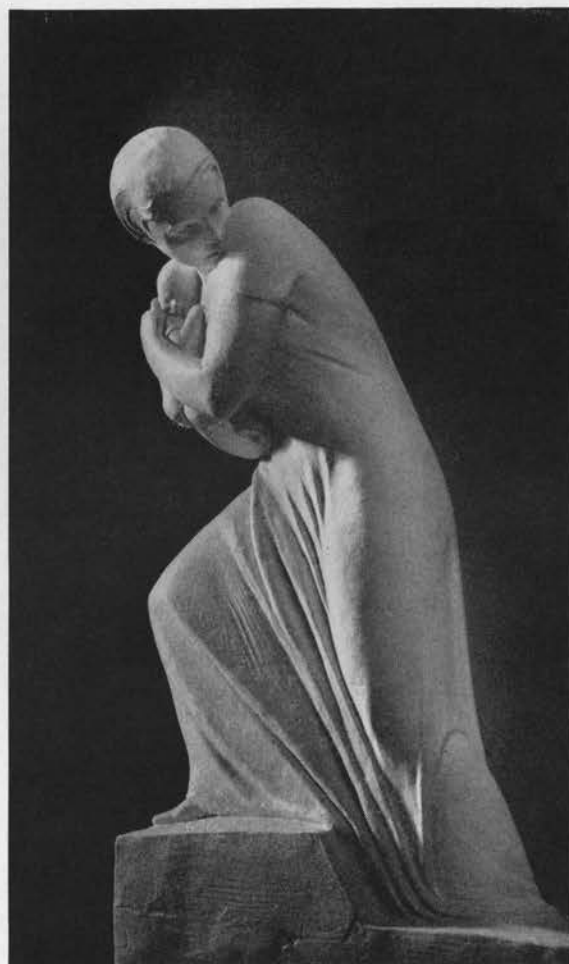
Nearly all of Christian Petersen's work is a direct result of his personal experiences. In 1936 Mr. Petersen saw the tragedies of a flood in Mississippi. He gained a conception of what a flood is to those people, which he interpreted in the face of the weary mother, striving to get away from the force which seems to drag her back, trying to take her child from her. All this Christian Petersen expresses in the striking figure.

A "bar of music" is the symbol of his work of six children's heads, according to Mr. Petersen. Each head expresses a rhythm, light and dark, high and low, like the chords of a song.

Christian Petersen is an artist of the people. He believes that confusion has no place in art, but that art is a subject of understanding and enlightenment.

(Your next issue will feature more of Petersen's work)

To Christian Petersen the six children's heads pictured above symbolize a bar of music. In "The Flood," below, Mr. Petersen interprets tragedy in a weary mother's face



Textile Industries

Meet War's Challenge

Betty Roth gives the textiles forecast for the duration and reports on recent developments which have been made

A CHALLENGE to woolen mills is the government's order for 1942 which is six times the 1940 demand for wool. In view of the wool shortage, those in the business marvel at the way this fiber is being stretched to meet the needs of the Army, Navy and civilians.

Wool fibers may be used over and over again and they may also be used in combination with other fibers. Mixing of wool with other fibers is really a form of rationing the available wool which includes the three classes: new, reprocessed and reused wool. Reprocessed and reused wools have been used in this country since 1830. The amount of such wools in use continues to increase with need and to gain in favor with improved processes of reclaiming wool.

Cotton is more and more in demand to replace wool. It is used in combination with wool and in combination with rayon. There is an ample supply of

raw cotton but approximately 50 percent of the cotton textile mills are working on government orders. Other mills, particularly woolen mills, have been diverted to the production of cotton textiles. Cotton is being used more extensively in clothing of all kinds.

There are today spun rayons which closely resemble wool, lacking only wool's resilience. Wool is also mixed with cotton, especially in blankets.

Rayons released for civilian use are 79 percent or less of the past supplies. Much goes into stockings, some to other countries. There is now a shortage of acetate rayon because of the war needs. The fabrics made from rayons are serviceable and in high demand by the public.

A new protein fiber, "Aralac," from milk casein has been developed to be used with rayon or cotton or as interlinings. It can be dyed so as to be color fast to dry cleaning and to light. It has shrinkage of less than two percent.

Efforts are being made to start producing silk in the United States. Flax is grown in some of the northern states but has yet to be developed into a major industry. Textile fibers from redwoods in the West and yuccas of the desert are being studied. Textile scientists are learning and studying how to make the most of combinations of fibers and of new fibers.

The forecast says there will be a return to simpler, sturdier clothes for the duration. Staples in materials are also in order: cotton piques, woven chambrays, woven gingham, glazed chintz. Some cotton velveteen, corduroy and gabardines will be offered but in smaller, more limited quantities than last year. There will be no novelty weaves available. Fabrics made of combed yarns are likely to be scarce because most of these are required for defense purposes.

Fabrics will have a dual purpose, some of the materials being made for women's and men's clothing alike. Women's wear will be a little heavier and men's wear slightly lighter. Materials in supply this year will be similar to last year's.

Learning wartime restrictions and limitations on clothing and design, students in textiles and clothing classes follow fashion trends, cut patterns and drape fabrics



Engineering Enlists Women

Bette Simpson, '42, describes the work of nine Iowa State women who are apprentice engineers

ACTIVE on the production front are nine Iowa State women who are enrolled in General Electric's testing course. As a group, we make up the largest representation of any college—almost one-third of all the women now learning about circuit breakers, waterwheel generators and radio high frequencies.

The testing course is a combination of classwork and factory or laboratory work. Like other working people, eight of us report for work during the daytime, some from 7 to 3:30 in the afternoon, and others from 8 a. m. to 5 p. m. Marticia Davis, '40, is on the "graveyard" shift, from midnight until 8 in the morning, working on aeronautical and marine motor production test.

Ada Packer, '42, handles the preliminary testing of radio transmitters. Also connected with radio testing is Billie Brooker, Ex. '43, who checks sidetone and modulation of transmitters. Dorothy Vaughan, '42, takes care of switchgear calculation test. On the other hand, Margaret Mauss, '42, tests reactors, rectifiers and motors in the consulting engineering laboratory.

Mrs. Miriam Stoddard Eby, '41, is testing frequencies on radio receivers. Norma Jean Rownd, also '41, is on control test with Jean Fey Dustin, '38. Jean's husband, by the way, is with the A.E.F. in England.

I am affiliated with aeronautical and marine motor experimental test.

Perhaps you are wondering why General Electric is hiring women for its famous testing course. Now, under the stress of war conditions and the consequent shortage of manpower, the G.E. training course for college graduates is opening its doors to women. We will replace test men on some of the work, and in other cases will give skilled assistance to the engineers in factories and laboratories.

Requirements for the testing course vary. Although preference is given to women who have had basic science training with mathematics or physics backgrounds, the Iowa State alumnae are the only ones who have majored in household equipment.

Our after-work classes are held two nights a week. Add two more nights for studying, and you will see that our lives are very much taken up with work and study, for we work 6 days a week.

The classrooms are in a large building near the G. E. plant. For 2 hours on class night the subjects we study are part of a general engineering course to



Billie Brooker, Ex. '43, as part of her "engineer's training course" tests the modulation of a transmitter in a radio laboratory

acquaint us with the electrical apparatus the company manufactures. Incidentally, we are now all adept with the slide rule, necessary equipment for our engineering math class.

After our present theory classes in the fundamentals of engineering are over, we will all do laboratory work at the college in the city.

The domestic life of the Iowa State women here has changed materially. Billie Brooker and I share a 6-room apartment with two other G.E. women, both graduates of the University of Colorado. We have just moved into the apartment, so we have not been able to establish an every-day routine. However, in the near future we hope to put to good use all we learned at Iowa State, such as the arrangement of the furniture, making draperies and doing the cooking.

Margaret Mauss and Dorothy Vaughan room together in a private home, as do Ada Packer and Miriam Eby. Marticia Davis, Norma Jean Rownd and Jean Dustin have single rooms in different homes.

At the present time we take our lunches to work or eat in the company cafeterias.

The matter of working clothes is one subject that has not caused us any trouble. While some women prefer to wear slacks to work, we like tailored suits or dresses. The men wear business suits, so why shouldn't we wear normal clothes?

The message we want to carry to Iowa Staters is that there is a place in the business world for every woman who wants one.

General Electric "Test" is aiming to train 150 women "engineers," this year. It already has approximately a third of that number.

"The year 1943 will produce 12,000 college graduate engineers," says M. M. Boring, who employs General Electric's technical help, "but only 4,000 of these will be available for private industry. In fact, the armed services will draw 250,000 engineers from other sources, so the need for replacements can be readily seen.

"While we do not expect these girls to become full-fledged engineers, no one can predict how important a part their work will play in wartime."

WHAT'S NEW IN

Foods and Nutrition

CANDY which is identical to that contained in the "K-Ration" developed by the Army Quartermaster Corps is being served the public in some transport planes. The tablets contain pure dextrose, corn sirup, cocoa butter, oil of lemon and stearic acid.

★

Quince seeds are treated to produce an extract which has the unique properties of holding chocolate in suspension in milk or other liquid.

★

Where vacuum seal is not essential, rigid fiber cans are being used for such products as sirups, baking powders and cocoa. A thermoplastic coating is applied to the cans to prevent gain or loss of moisture.

★

Corn is used to manufacture solvents for the lacquer industry. Two bushels of corn furnishes enough solvent for the lacquer on one automobile.

★

Eggs are being canned for the first time in that popular American dish, ham and eggs. The troops in the field may have a bit of home wherever they may be.

★

The addition of wheat germ oil to dried whole milk will prevent the rapid spoilage tendency under wartime shipping conditions, according to research workers.

★

A new seasoning, a blend of spices and herbs, is intended for table use to supplement or replace salt and pepper. It stimulates the appetite and enhances the flavors of meats, eggs, salads and other foods.

★

Sweet potatoes are the source of a chewy-type candy made from ground sweet potatoes, corn sirup and high-grade molasses.

★

Apples are now being used as a source of a new high levulose sirup, about the color and consistency of natural honey.

★

A three-in-one package for dehydrated vegetables has been announced which is moisture proof, offers protection against insects and can withstand submersion in salt water for several hours without damage.

Testing the mechanical compression of flour has been stimulated by the need to conserve shipping space. A solid block of flour can be produced which has only two-thirds its original volume.

★

Waxy sorghums may be used to substitute for imported root starch used in food industry and for making adhesives on stamps and envelopes.

★

Foods containing fats, egg yolks and vitamins A and B may be improved in quality, have their period of stability lengthened and their cost cut by a new phosphatide constituent of the soy bean.

Triple service in a material relatively free from priorities is shown in this divided vegetable dish of crystal clear embossed glass. Designed



HOME ECONOMICS

Textiles and Clothing

THE Army Quartermaster Corps has accepted the use of melamine plastic for buttons on all garments required to meet the most severe service conditions. Buttons of this material may be used to replace those of products costing much more.

★

A coated fabric has been developed which glows with visible light in complete darkness. It can be used successfully for all types of markers during blackouts. Exposure to electric light or sunlight for 30 seconds is sufficient time to give the coating the power to glow for a minimum of 4 to 6 hours.

after Sheffield type service, this dish is as good looking as it is practical. Dish and cover may be used for hot foods or desserts and salads



A plastic may replace rubber in Army raincoats and other fabrics formerly rubberized. The plastic may be applied with the same equipment and processes as rubber.

★

Knitted and woven fabrics can now be processed with a permanent cellulose finish which reduces shrinkage and slippage of yarns.

Household Equipment

HHEAT tempered clear plate glass is a substitute for observation parts in kitchen range doors or for the entire door. Tempered structural colored flat glass in translucent colors may replace porcelain in washer, ironer and rinsing cabinets or be used instead of metal tops, sides and bottoms of stove interiors.

★

An adjustable extension handle for use with paint brushes, scrapers and similar handle tools has been designed. Larger surfaces can be covered from a fixed position with greater efficiency. It is manipulated by springs and guide tape.

★

Based upon a long-used European patent refrigerator using dry ice, a household unit has been developed using the same principle. The models use only a few pounds of metal and are especially convenient for rural sections, new defense areas and new army camps which do not have electric power available.

★

A new vacuum-type coffee brewer features a ground glass seal instead of the all-important rubber formerly used. The glass filter rod needs no fastening, no hooks, wire or springs.

★

Vacuum cleaners may now be repaired by buying packages containing the parts most used. None of these parts need specialized servicing. These packages anticipate greater needs for household servicing.

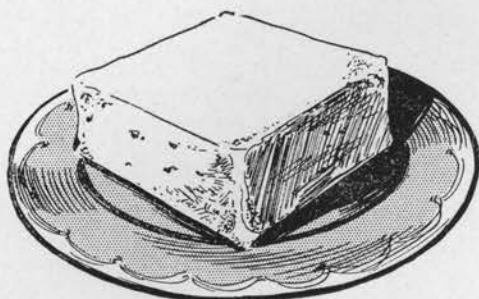
★

An arc-shaped window shield is made to fit over the lower half of a window and to permit breezes but shut out drafts, dirt and dust. The sheet is made of washable rayon taffeta which fits over a steel frame.

★

Flame-proof lighting fixtures of molded asbestos have been approved by the Underwriters' Laboratories. They will probably find widespread use in industrial war plants.

Come in and
visit our modern ice
cream parlor



SUNDAES, MALTS
MILK SHAKES, SODAS



MOORE BROS.
DAIRY



Order Your
Christmas Cards
NOW!

INDIVIDUALITY . . .

DISTINCTIVENESS . . .

Priced As Low As 50 For \$1

THE CARTER PRESS

127 Welch

Phone 2044

WRITE TO THE FOLKS OR YOUR
FRIENDS ON STATIONERY THAT
IS PERSONALIZED.

See Our Samples

Across

Alumnae Desks



Betty Bice Luerssen, '41

"WHY the Boss Gets in Your Hair—she doesn't literally, of course. But she'd like to. That's because those same shoulder-length back locks of yours that you consider so collegiately casual are only stringy, straggly strands to her. Likewise, that Veronica-Lake-ish front cascade that you think subtly sophisticated is to her merely one more nerve-racking distraction at those early-morning conferences.

"In the Business World, capital B and capital W, simplicity and sleekness is the answer to your hair-style problem. If it's long enough, do it up—even though it seems less flattering. It will help add years—and that's important to the too youngish-looking graduates. One-Who-Was suggests that you do it up before submitting your hair to credential photographs or job interviews."—Betty Bice Luerssen, 41, assistant in consumer relations, The Bordon Company, Chicago

"Keeping that amount of food rolling through the kitchen and on to the table is a big job for any woman any time. Add to it the extra-heavy wartime schedule of gardening, canning, chicken raising and community defense work, and—well, you're going to have to do some juggling, aren't you?

"The big secret of managing meals these busy days is to get something under way for tomorrow while fixing today's dinners."—Genevieve A. Callahan, '20, free lance, *Successful Farming*, September

"At the same time that democracy calls on us for the development of sounder home relationships, better nutrition, and greater cleanliness, it also necessarily demands of us the completion of many tasks beyond the home. We must be air raid spotters, we must attend

Red Cross classes, we must help on ration boards. In communities short of labor—we must even work in factories. Therefore, with this ever-increasing need for an ever-increasing output of human energy, we must bring factory efficiency into our homes; we must see that they function smoothly and effectively with the least possible expenditure of time and effort.”—*Mary Ellen Lynch Brown, '38, free lance, What's New in Home Economics, September*

“School children form the longest line of lunch carriers. . . . They are tremendously important these days. You're building future American citizens. They must be the healthiest generation yet to tuck their shoulders under the wobbly wheel of this world. Our hats are off to the many, many schools providing hot, satisfying lunches for the school children. For those schools having only one hot dish, we say, 'Good going!' because that hot dish counts.”—*Lila Williamson, Ex. '43, Homemaking Editor, The Southern Planter, September*

“Production must be used to make fighting gear. We must squeeze service out of everything, to conserve materials and keep from being caught short. . . . Set up a care-repair program for ranges and refrigerators, pots and pans, cleaners and clothes—everything. Keep them going for the duration.”—*Margaret Davidson, '29, Ladies Home Journal, September*
—Edited by Mary Ellen Sullivan

When you come to
Des Moines, see this

LOUNGE SLACK

Rayon jersey. Tuck-in blouse with full, long sleeves. Gold top, royal blue trouser, red sash; beige top, luggage trouser, kelly green sash. 12 to 18. Mail orders invited.

THIRD
FLOOR

THE NEW
UTICA



War brings the nation's weak points into sharp focus. Then it stimulates us to correct those weaknesses.

Public health has made a poor showing under the white light of war's demands. Rigid physical examinations of men and women entering the service have disclosed diet deficiencies in too large a proportion of our people.

You are a potential guardian of the nation's health. Uncle Sam's demand for a **strong** nation pins responsibility on **you** above all others.

We assist by maintaining high nutritional standards in all Jack Sprat products. But the nation at large must be taught to distinguish between real value and cut prices.

That's a job we **both** can work at.

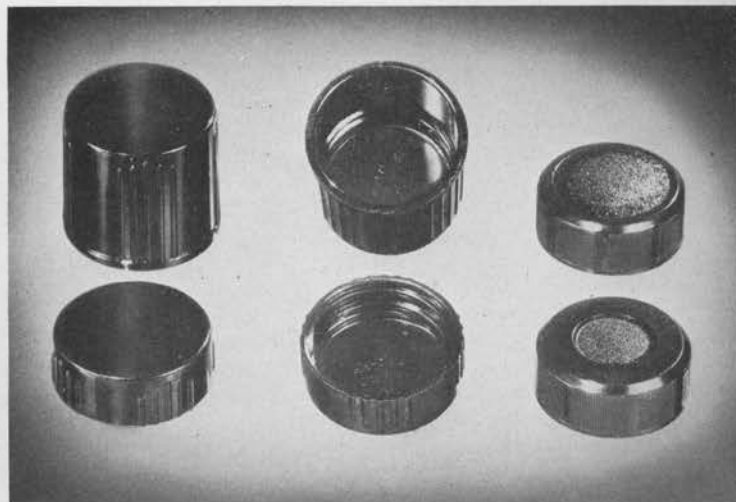
JACK SPRAT FOODS

WOLF'S

College Headquarters

★
sweaters
suits
coats
shirts
skirts
slacks

DES MOINES

WOLF'S

Plastic bottle caps shown above demonstrate how material may be saved by reducing the depth of closures. The commodities pictured at right are now packaged in glass jars to conserve metal

That Wartime Package—

TODAY'S packaging of food products, household materials, medicines and cosmetics reflects the search by industrial designers of uses for non-critical war materials.

The familiar tin can has been replaced in some cases by a container made of chipboard, a kind of pulpboard, with a tin lid and bottom. Laminated to the sides of this container is a transparent film of cellophane. This package, the result of research and energy by many technicians, has been tested for some time but the war speeded up its availability for use. Such a container saves 10 to 80 percent of the metal.

Some containers having no metal at all are being made for products which formerly were packaged in all-metal containers. Goods processed at extreme heats after packaging cannot be used in these containers, but many products before packaged in metal are held satisfactorily in the chipboard with a sufficient safety factor.

Paperboard cartons replacing tin boxes is another example of conservation in war metal. This effects a two-fold saving, because the lighter weight paper is more cheaply and conveniently shipped than metal.

One package of this type has been designed to hold assorted nails for household use. Nails are difficult to package because of their weight, and because their points tend to puncture the walls of a non-metal container. The cartons for the nails, however, have been sturdily constructed so that the danger of the nails penetrating the walls will be lessened. The carton design has been transferred almost entirely from the former tin boxes used.

Cellulose acetate is very effective as a substitute for metal because of the reasonable price of the material, and the relative inexpensiveness of manufacturing costs. Materials prepared in containers of cellulose



*And Listen,
Mr. Service
Man!*

Here's something that will keep
your spirits high—I'm sending a
Hill's Tru-Color Photograph!

HILL'S STUDIO

2530 Lincoln Way

Phone 347

Better Casting Foods

Fresh Fruits

Vegetables

C. C. TAFT CO.

Des Moines



acetate retail at a price within the range of most purchasers. Plastics like this can also add a decorative note to packaging, for they are available in many different colors.

Containers molded of plastic are proving successful in replacing the ones made of metal. One cosmetic manufacturer has introduced containers of durable, light-weight cellulose acetate.

A medicine tablet commonly packaged in a metal container for carrying in the purse is now being ingeniously packaged in a wartime container which looks on the outside like a folding match packet. Attached to the base of this paper packet, on the inside, is a heat-sealed envelope for holding the tablets. At the top of the envelope is a perforated line for opening which is sealed and crimped in such a way that the packet remains sealed except for a small opening just large enough for one tablet. Thus the tablets are protected as long as any remain in the jacket.

The challenge that has always faced men of industry and science to present new and different articles to the American public is even stronger since the war. It is being met even more ingeniously than before, saving critical war materials and presenting a new array of substitutes.

—Grace Brown

Pure Wool Dress Fabrics

WOOL CREPES

brown, green, scarlet, wine, black, navy

54" \$2.50 all wool

WOOL SHETLAND

brown, maize, green, rose, navy, black, white

56" \$2.98 all wool

WOOL PLAIDS & STRIPES

in various color combinations

54" \$1.98 to \$.350

WOOL TWEEDS

heavy coatings

\$2.98 - \$3.50

See them at

STEPHENSON'S

2534 Lincoln Way

FAMOUS FOR FABRICS

IOWA STATE "COEDS"

Write to the folks at home on College Die Stamped Stationery.

We have a complete selection of Eaton's and Collegiate Stationery with three different design dies in three colors—Red, Brown or Gold.

We also have College printed designs in packets of 20 sheets and 15 envelopes at 24c.

EATON'S Air Mail Packets 59c to \$1.50

Student Supply Store

South of Campus

Pullovers and Cardigans
fashioned by "Glasgow"

100% virgin wool



Agnes G. Maher

SHOP OF QUALITY

Sheldon-Munn Bldg.

Phone 767



*33 1/2% longer life for
your wardrobe if it's
cleaned by the*

Hawkeye Process

*That's important
economy!*

Hawkeye LAUNDERERS
DRY CLEANERS

2810 West St.

Phone 9 or 93

The Original REXALL

ONE CENT SALE

Wed. - Thur. - Fri. - Sat.

NOV. 4 - 5 - 6 - 7

Spriggs Pharmacy

THE REXALL STORE

2402 Lincoln Way

Phone 1030

L-WAY CAFE

FAMOUS
FOR
FOOD

Lincoln Way

Between the theaters

Alums

in the News

Positions created by the war are continuing to attract Iowa State home economics graduates. Helping to feed the navy units at various colleges are: Esther Stone, '40, at University of Missouri; Lucile (Wilbern) McMullen, '34, Patricia (Dunphy) Johnson, '40, Frances Wilson, '40, and Shirley Lindland, '42, at the Illini Union, University of Illinois; Lois Ludeman, '39, and Doris Ault, '41, at Kansas University, Lawrence, Kan., where Miss Ludeman is dietitian of the Lawrence Memorial Hospital and Miss Ault will have charge of the food service for the navy unit of the Memorial Union Building. At the Iowa State Memorial Union are Dorothy Peiken, '42, and Dorothy Thomas, '42.

Eleanor White, '42, and Virginia Quaife, '38, have joined the WAVES. Another Household Equipment graduate, Norma Jean Rownd, '41, is now with the General Electric Company at Schenectady.

Ethel Jack, Ex. '40, has joined other Iowa State graduates in the Government Cafeterias, Washington, D. C. Virginia VanCamp, '40, is dietitian at the Station Hospital, Camp Hulen, Texas. Due to a hurricane on the Gulf Coast Area, the hospital was evacuated from the camp to the El Campo High School on Aug. 29. A home economics laboratory was their mess hall, from which they fed 500 patients, enlisted personnel and staff personnel for 10 days.

Realizing that food is playing an important part in the war, conservation and economy will be important factors in the food service positions now held by home economics graduates. Dietitians in college dormitories include Margaret Davis, '39, formerly dietitian at Iowa State Teachers College and now in charge of the high school cafeteria at Evanston, Ill. Vivian Barkhurst took her place at Cedar Falls. Helen Goodenow, '33, went to the University of Michigan; and Helen Foster, '37, Oberlin College, Oberlin, Ohio, where she has charge of the kitchens and dining rooms in two dormitories, each serving 100 students.

More foods position are: Maxine Anderson, '41, assistant production manager for the new Seville Restaurant in Dayton, Ohio; Louise Wyatt, '37, with "The Junket Folks," Little Falls, N. Y.; Helen Clark Derr, '39, with the National Dairy Council, who will have her headquarters in Joliet, Aurora and Kankakee, Ill.; Phyllis Hinkle, '40, kitchen supervisor for Hot Shoppes, Washington, D. C.; and Josephine Simpson, '31, in a high school cafeteria in Pittsburgh.

Anne Pressley, M.S. '41, is assistant in nutrition at the University of Arizona and will do research work in connection with the program carried on at the uni-

versity under grants made by the National Canners Association and the Can Manufacturing Institute to make a special study of canned food nutritive values.

Margaret L. Johnson, '40, is Memorial Hospital dietitian in Houston, Texas. Josephine Wilson, '41, is dietitian at Emanuel Hospital, Portland, Oregon; and Thelma Sydness, '39, has accepted a position at the Iowa Methodist Hospital, Des Moines.

Located in YWCA food service are Eileen Vasey, '41, formerly assistant dietitian, now in charge at Harriett McCormick Memorial, Chicago, where Beth Beaster, '42, is an assistant; Lucia Fordyce, Ex. '32, Muncie, Indiana; and Ella McMasters Ibaugh, '32, Flint, Mich. Beulah Gray, '39, is dietitian for the WPA school lunch program in Des Moines, and Jean Howes Knowles, '40, is working in the WPA testing kitchen at St. Paul.

Ilyff Williams, '40, is assistant dietitian of women's residence halls at the University of Missouri, replacing Lillian Morgan, '38, who is now tea room manager, Antioch College, Yellow Springs, Ohio.

Johanne Fiene, '37, is in charge of the Dress-making Studio, Younker Brothers, in Des Moines where Gladys Blodgett, '42, is also employed. Jacquelyn Cook, '42, is designing in Minneapolis; Barbara John, '42, is with Montgomery Ward and Company in St. Paul; and Frances Ward, '42, with Sears, Roebuck and Company in Chicago.

Teaching textiles and clothing at St. Olaf's College, Northfield, Minn., is Alwine H. Meyer, M.S. '32. Roberta Cunningham, '30, is supervising cadet home economics teachers at South Dakota State College, Brookings.

Appointments in the Child Development Department are Ruth Hoeflin, '40, recreational director at the Methodist Children's Village, Detroit; Dorothy Lamb, '41, supervisor of six WPA nursery schools in Des Moines; Dorothy Dunn, '42, Hillcrest Babyfold, Dubuque; Joyce Obye, '42, Cooperative Nursery School, Quincy, Ill.; Ruth Riggs, '42, House of Happiness Nursery School, Quincy, Ill.; and Verlea Longley, U.S. Child Welfare Institute, Washington, D.C.

Extension positions are being filled by Marie Bishop, '42, located at Ottumwa; Edith Farmer, '42, Osage; Leila Farley, '33, Johnson County; Hazel Bacon, '42, Audubon; Frances Septer, '41, with Missouri Extension; and Jean Crowley, '39, at Pennsylvania State College.

More placements of 1942 graduates include: Ann Koebel, food technician, General Foods Testing Kitchen, New York City; Jean Ary, graduate assistant with the Agricultural Experiment Station at Purdue University, Lafayette, Ind.; Bonnie Mae Britt, laboratory technician, Merchants Exchange, St. Louis, Mo.; Mary Lou Morton, National Dairy Council, Omaha, Nebr.; Marye Adams, Mayrose Testing Kitchen, Swift and Company, St. Louis; and Sara Jane Pritchett and Jeanne Reed, The Peoples Gas, Light and Coke Company, Chicago.

—Harriet Zook



Give a PHOTOGRAPH . . .

There's no gift so cherished, so personal or so distinctive as a Meyer's Photograph — something only you can give. You'll be delighted by the beautiful portrait work at low prices.

MYER'S STUDIO

109 Welch

Phone 49

Serve the crowd
O'Neil's rich
refreshing
Ice Cream



O'Neil Dairy

308 5th St.

Phone 62



Let us give you
our complete
Beauty Service

Carolyn's Salon

129½ Main

Phone 1741W



VITAMINS—Insurance Against Colds
are found in Quality Fruit at

Malanders Grocery

2526 Lincoln Way

Formals

Headline The News

GOLD - SILVER - SATIN

Evening Slippers---

LOW, MEDIUM, HIGH HEELS

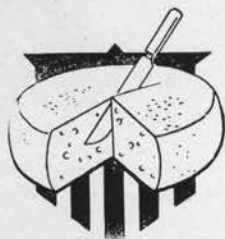
\$4.95

AAA to B

4 to 9

Emerhoff's
FOOTWEAR

Giving a Spread?



ASSORTED CHEESES and RITZ
CRACKERS are your best
SPREADING bets. At the

Ames Service Food Market

top quality, low prices.

2428 Lincoln Way

Phone 88

Bookmarks

WHAT can you do in the national emergency? This is the problem discussed by Margaret Culkin Banning in *Women in Defense* (Duell, Sloan, Pearce, \$3). She divides the book into what women did during the last war, after the last war and what women can be doing in the immediate situation. It includes a list of organizations, clubs and activities already in existence which are carrying on war work.

★

FIFTEEN minutes will take you through William G. Carr's 32-page booklet, *Educational Leadership in This Emergency* (Stanford University Press, \$1). He discusses the problem of fear and uncertainty, and how teachers can attack and dispel it from the classroom.

★

SQUARELY facing the new pencil-slim silhouette for winter, Monty Maclevy, director of Maclevy Slenderizing Salons has written *Pounds Off!* (Prentice-Hall, \$1.50). Entertaining her readers with pictures of right and wrong, she gives advice on posture, exercise and poise—all backgrounded by years of work in her reducing salon. Also appearing in the book is a reducing diet by Dr. Walter H. Eddy, national authority on food chemistry.

★

IT'S the book you've been wanting to supply new ideas for that meal planning course. *Discriminating Hostess* (Manual Arts Press, \$2.50) by Ella Liner Lambert presents 99 menus and 840 recipes for every occasion—weddings, brunches, evening refreshments, formal dinners and buffet suppers.

★

VICTORY on the home front comes closer now that Harriet H. Hester has completed *300 Sugar Savings Recipes* (Barrows \$1.50). Strictly 1942, the books suggest busy-day meals, economy meals, war-time replacements and conservation of leftovers.

—Eileen Dudgeon



I'll keep them
"cutting" 'til
the wee hours
in her new
formal from

Lila B. Fromm



You will find a large variety in our
Downstairs Store

Pottery Dinnerware
Glass and Gifts

A few of the nationally known brands we carry

CANDLEWICK - HEISEY - DUNCAN
SYRACUSE - JOHNSON BROS.

CARR HARDWARE CO.

Index to Advertisers

The advertisers are making it possible for you to read the Homemaker each month. You may show your appreciation by patronizing them.

Agnes Maher	14
Ames Service	16
Bomb	2
Carolyn's Salon	15
Carr Hardware	17
Carter Press	10
C. C. Taft Co.	12
Contoure Beauty Salon	2
Cownie's	17
Emerhoff's	16
Fromm	16
Hawkeye Cleaners	14
Hill's Studio	15
Jack Sprat	11
L-Way Cafe	14
Malander's Grocery	15
McCartney's	2
Memorial Union	18
Meyer's Studio	15
Moore Bros. Dairy	10
Morrell	A1
O'Neil Dairy	15
Spriggs	14
Stephenson's	13
Student Supply	13
Utica	11
Wolf's	12
Younkers	18



Popular Coats for Popular Coeds

Betty coed's in step with the times. Her duration fur coat is skillfully designed to ignore the clock and laugh at all weather. Her fur coat, too, lives long and lively . . . looks like new for years.

That's why Betty's fur coat bears the label of Iowa's largest furriers—assurance of True-Value and year 'round fur service.

Cownie Furs

Showrooms in Des Moines

Fort Dodge

Waterloo

Ottumwa

MAKE NEW FRIENDS...
ENJOY GOOD FOOD...

*that's half the
joy of college! Don't
pass up the opportunity
your Memorial Union
affords. Come to
the Grill after games
and discuss your
favorite football hero
while you drink a cup
of hot chocolate, and
remember, the new
vogue is the Sunday
Evening Waffle Hour.*



MEMORIAL
UNION



Dear Mother.....

Picture me your favorite gal
out on central campus concen-
trating my entire ability on
a pine tree...great fun! It's
my art lab.

Last Saturday I found the best
place for 'necessity & luxury'
shopping....will be great help
on birthdays and Christmas. It
is Younker's...satisfaction al-
ways.

You should see the sharp swea-
ters in lucious fall tones...I
want one in chocolate or forest
green, or pink, yellow, blue...
and only from \$3 to 6.95!



And anklets! what a scene..they
have the smoothest colors...in
cottons or the snuggy type of
wool and rabbit's hair. Yummy
yellow, beige, blue, pink.....
they go from 39¢ to \$1.50...



that's me in my new
beads...you just take several
strands and tie them around in
braided fashion.....or just
whishing loose....they're gold
or colors that mix in neat com-
binations.....\$1

Must be on my merry way to my
chem group...Write and tell me
what you think about my shop-
ping finds. Give Dad my love..

Your college daughter,
Connie

YOUNKERS

323 Main

Ames